ABSTRACT OF THE DISCLOSURE

Software for use on a client device, which is configured for communications with a multiplicity of other client devices via a communications network, provides an installer function for installing the software on the client device, a communications function that effects a send e-mail communication link between the client device and an e-mail service provider server system via the communications network whenever the user desires to send e-mail messages, a receive e-mail communication link between the client device and the e-mail service provider system whenever the user desires to check for received e-mail messages; and an advertisement download communication link between the client device and an advertisement distribution server system via the communications system, at selected advertisement download times. In addition, the software instantiating the client device provides an e-mail composition function for enabling a user of the client device to compose e-mail messages, an e-mail send function that enables the user to send e-mail messages to other client devices via the send e-mail communication link, an e-mail receive function that enables the user to receive e-mail messages from other client devices via the receive e-mail communication link, and an advertisement download function that downloads advertisements distributed by the advertisement distribution server system via the advertisement download communication link. It should be noted that, in all cases, the e-mail service provider server system and the advertisement distribution server system are separately controlled.